

THESIS TITLE	THE STUDY OF SATISFACTION OF EXPOSURE OF PLIK-POM-KAO OF TPBS FOR BANGKOK PEOPLE
KEYWORD	SATISFACTION , EXPOSURE , PLIK-POM-KAO
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ACADEMIC YEAR	2017

ABSTRACT

The study of satisfaction of exposure of Plik-Pom-Kao of TPBS for bangkok people aims at studying the demographical factor that has an impact on the satisfaction of the television programme "Plik-Pom-Kao." It is a quantitative research with 400 questionnaires in order to collect data from the audience of this programme which is broadcasted on ThaiPBS. The study is conducted by frequency distribution, percentage, mean and standard deviation. The hypothesis is tested by T-Test and One-Way ANOVA. If differences were found, both of them would be compared by LSD method and Multiple Regression Analysis (MRA)

The result shows that different genders, ages, education backgrounds of the audience have an affect on the satisfaction of the programme similarly. However, different marital status, occupations, monthly incomes have an affect on the satisfaction differently. The variety of contents affect the satisfaction differently. Meanwhile, the wide-ranging styles of presentation do not affect the satisfaction. In conclusion, the test indicats that the relations between demographics, contents and presentation styles are related to the satisfaction of the audience in the city of Bangkok

Most of respodents suggests the programme extends airtime, which is initially set approximately 10-15 minutes. Secondly, they suggests the programme presents more current news. Lastly, they urges the programme to present top-trending and thrilling topics.